

Enterprise BlackBerry World So You're Being Deployed within the Corporate Perimeter, Now What?

JAM305

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5 February, 2013

- Corporate Perimeter Primer
- Testing on the Perimeter
- What You Need to Know
- Selling Apps to the Enterprise

The Corporate Perimeter

A Brief Primer and history of the Universe

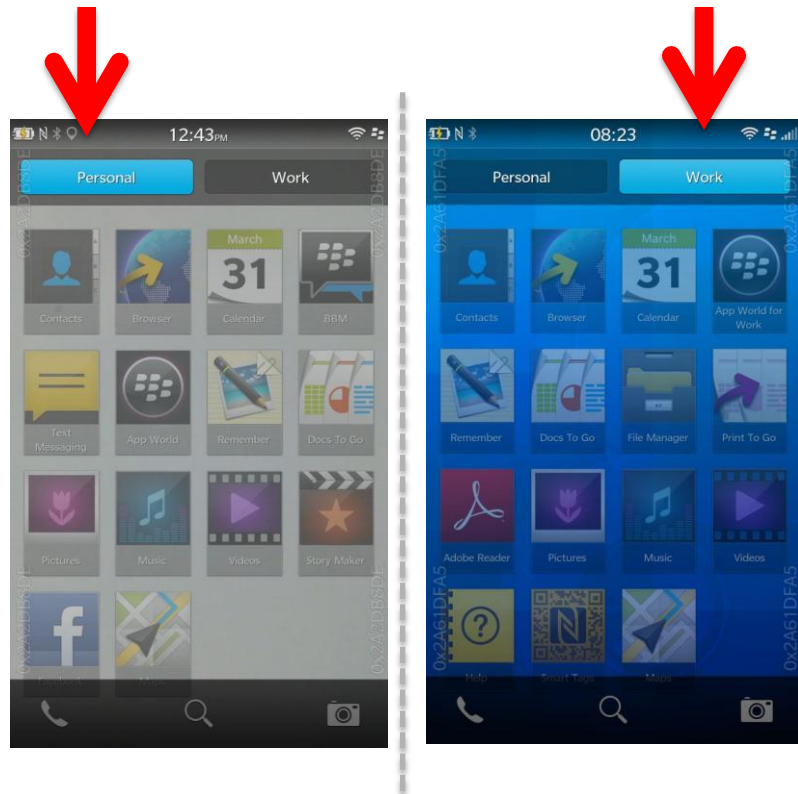
What is the Corporate Perimeter?

- Balance
- Secure App Container
- BlackBerry Connection Service
- BlackBerry World for Enterprise

BlackBerry Balance

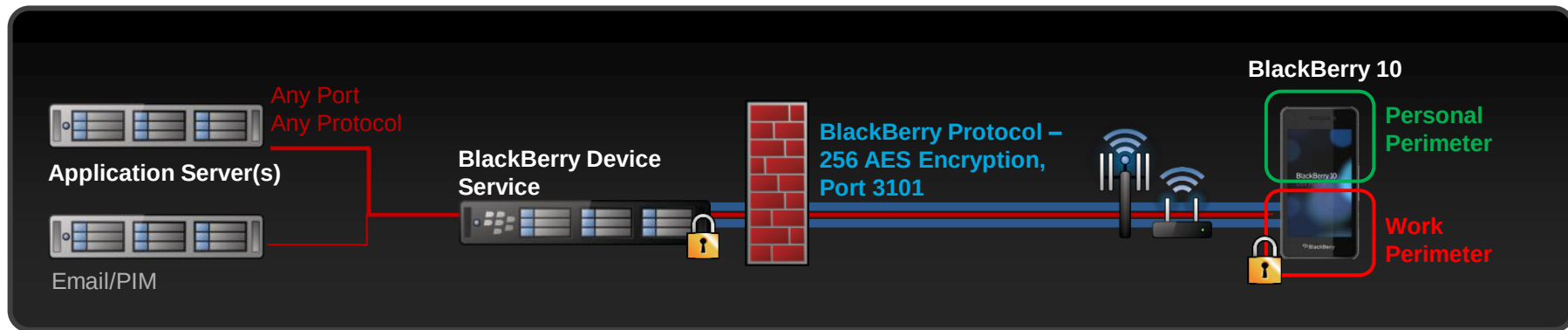
Trusted BlackBerry security simplified

- Secures corporate data without restricting a user's personal experience
- Automatically identifies Enterprise data based on its source (i.e. corporate email server)
- Isolates and prevents work data from leaking into personal use channels (i.e. cut and paste, file copy)
- Ensures privacy of personal data for users



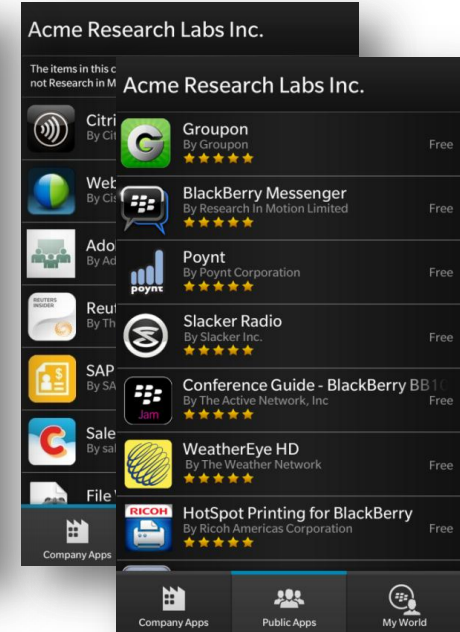
Behind the Firewall

- How to connect your Application to services behind-the-firewall:
Step 1. Deploy to device via Enterprise BlackBerry App World
Step 2. Done



Enterprise BlackBerry World

- Only accessible from the “Work” perimeter
- Provides end user access to company sanctioned optional applications
- Differentiates BlackBerry App World hosted content from BlackBerry Device Service hosted content
- Once installed, applications will appear in ‘Work’ perimeter and will be available in My World for application management



BlackBerry Application Deployment

- BlackBerry App World Managed Content
 - ▶ Optional
 - Available in the “BlackBerry App World for work” Catalog. Self Service user installation
- Internally Managed Content
 - ▶ Optional
 - Available in the “BlackBerry App World for work” Catalog. Self Service user installation
 - ▶ Mandatory applications
 - Silently installed on end user devices

☒	SAP Fact Sheet	Elf	1.2.15.1	Internal	Optional	Less...
Application information						
Deployment:		Wireless		Application identifier: gYABgJ7L1PZnYsHXReVwPYR7IP		
☐	SAP GRC Policy Survey	Controlled by BlackBerry App World		BlackBerry App World	Optional	More...
☒	SAP Mini Fact Sheet	Elf	0.1.54.1	Internal	Required	Less...
Application information						
Deployment:		Wireless		Application identifier: gYABgAUcMpxaf_IF7J9L91O54sU		

Testing Work Apps

If you're not interested in just winging it...
You CAN try it out yourself.

- <http://us.blackberry.com/business/software/bes-10.html>
- 60 day Free trial

Need to Know

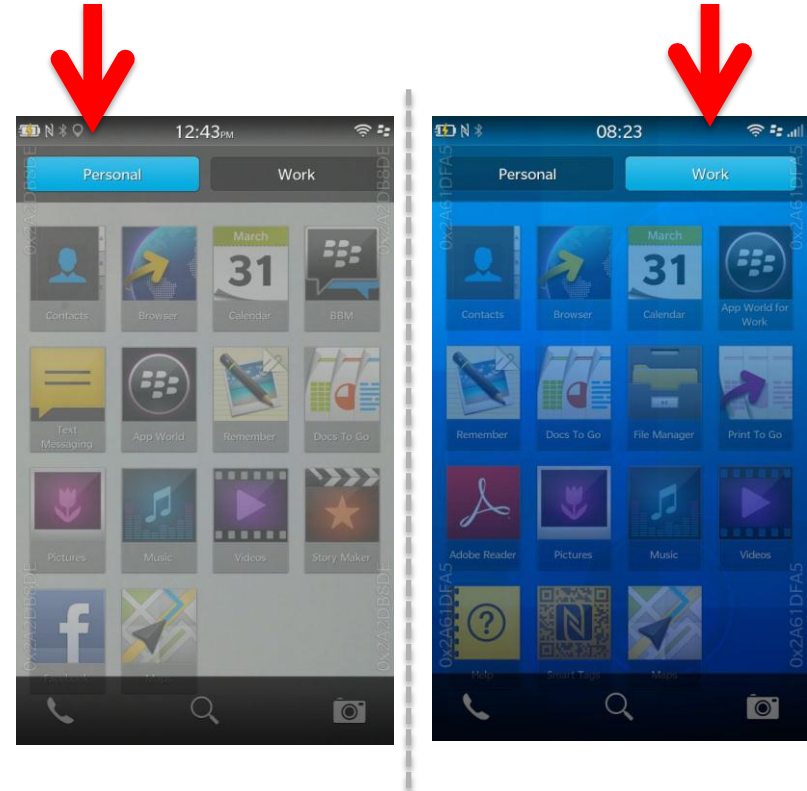
Walking, Talking, and Chewing Gum.

- Not Supported in Work Perimeter
- Can't be Deployed through BlackBerry World for Enterprise
- Personal App Only

- Enterprise May Ask You For Them
- Can Be Deployed Behind the Firewall
- Licensing Opportunities All Around it
- Best Suited for Site License Agreements

Visibility of the App Icons

- Only Visible in Work Mode
- May be more than one copy of the app
- If the Corporation removes the Perimeter, the App in the Work Perimeter is uninstalled



File Access

Personal

- Isolated to personal perimeter
- Restricted access to work data
- Installed from App World via personal UI

Work

- Isolated to work perimeter
- Can access personal shared data (controllable by IT rule)
- Installation controlled by enterprise, either:
- Software configuration → required & optional apps
- Whitelist of apps in App World creating Enterprise Catalog

Dual

- Operate in both work and personal perimeters
- Simultaneous instances: isolated & independent

Hybrid

- Native RIM apps touch both perimeters
- Secures co-mingling of work and personal data (adjustable by IT rules)

Work Perimeter		Personal Perimeter	
Work Apps	Hybrid Apps		Personal Apps
Enterprise App World	Calendar		App World
Enterprise App 1	Contacts		Social
Enterprise App 2	Unified Inbox		BBM
Enterprise App 3	Reminder		Video Chat
Enterprise App 4	Universal Search		Camera
Enterprise App ..	Dual Apps		Phone
Mobile Voice Service	File Manager	File Manager	Other IM & P2P
Others	Documents To Go	Documents To Go	Compass
	Browser	Browser	Calculator
	Music, Video & Pictures	Music, Video & Pictures	Android Runtime
	Print To Go	Print To Go	NFC Smart Tag
	Other	Other	Other

- Cascades has a class that provides access to the sandbox:

`QDir`

- Also provided are static functions that give access to the different paths

`QDir::currentPath()` – path to the apps working directory

`QDir::homePath()` – returns the app's data directory path

`QDir::tempPath()` – access to the app's temp directory

- Not all the directories viewable are accessible
 - ▶ app
 - Compiled application, assets, source
 - ▶ data
 - This is where you store your data. The `$HOME` environment variable is this directory
 - ▶ db
 - The application's database files.

- ▶ logs
 - System logs for an application. The application's `stderr` and `stdout` are redirected to this directory.
- ▶ shared
 - Subfolders that contain shared data grouped by type. All applications can read from this directory. An application can write to this directory only if the `access_shared` permission is specified.
- ▶ tmp
 - The application's temporary working files.

- http://docs.blackberry.com/en/admin/deliverables/48974/BlackBerry_Device_Service_6.2_Policy_and_Profile_Reference_Guide_en.pdf
- 101 Pages of Detailed Information

WIRELESS SERVICE PROVIDER BILLING

Specify whether a BlackBerry device user can purchase applications from the BlackBerry World storefront using the purchasing plan for your organization's wireless service

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

APPLICATION SECURITY TIMER RESET

Specify whether apps can reset the security timer on a BlackBerry device to prevent the device from locking after the period of user inactivity that you specify in the Security Timeout rule or the user specifies in the Password Lock settings on the device elapses. If you set this rule to Disallow, the device will lock without user interaction when running apps that attempt to reset the security timer, such as apps that display navigation information, slideshows, and videos. If you set this rule to Allow, the device will not lock after the period of user inactivity elapses when running apps that can reset the security timer.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

BACKUP AND RESTORE WORK SPACE

Specify whether a BlackBerry device user can back up and restore the apps and data that are located in the work space of the device using BlackBerry Link. If you set this rule to Allow, the user can back up and restore the contents of the work space when the user performs a backup or restore. If you set this rule to Disallow, the option to back up and restore the contents of the work space is disabled

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

COMPUTER ACCESS TO WORK SPACE

Specify whether a computer can access work space content on a BlackBerry device using a USB connection or the file-sharing option with Wi-Fi.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.1	N/A	Allow, Disallow

RESTRICT DEVELOPMENT MODE

Specify whether development mode is restricted for BlackBerry device users. Development mode allows software development tools to connect to a device and also allows you or a user to install applications directly on the device using a USB or Wi-Fi connection. If you set this rule to Yes, users can only download and install applications from the BlackBerry World storefront and you can also send applications to devices using the BlackBerry Administration Service.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default No	6.1	10.0	2.1	Yes, No

VOICE CONTROL

Specify whether a BlackBerry device user can use the voice control commands on a BlackBerry device. If you set this rule to Allow, the user can use all of the voice control commands on the device. If you set this rule to Disallow for Email and Calendar, the user cannot use any of the email and calendar voice control commands on the device. If you set this rule to Disallow, the user cannot use any of the voice control commands on the device.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow for Email and Calendar, Disallow

VOICE DICTATION IN WORK APPS

Specify whether a BlackBerry device user can use voice dictation in work apps. If you set this rule to Allow, the user can use voice dictation in all apps that support this feature. If you set this rule to Disallow, the user cannot use voice dictation in work apps.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

WIPE THE WORK SPACE WITHOUT NETWORK CONNECTIVITY

Specify the time in hours that must elapse without a BlackBerry device connecting to your organization's network before the device deletes the data in the work space. Use this rule to make the device delete the data in the work space if it cannot receive updates or commands. If you set this rule to a null value, the device does not delete the data from the work space if it cannot connect to your organization's network. By default, this rule is set to a null value.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default null	6.0	10.0	2.0	

WORK NETWORK USAGE FOR PERSONAL APPS

Specify whether personal apps on a BlackBerry device can use your organization's Wi-Fi or VPN network to connect to the Internet. If you set this rule to Allow, all personal apps can use your organization's network to connect to the Internet. If you set this rule to Disallow, personal apps cannot use your organization's network to connect to the Internet.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

NETWORK ACCESS CONTROL FOR WORK APPS

Specify whether work apps on a BlackBerry device must connect to your organization's network through the BlackBerry Device Service. Setting this rule to Yes also permits BlackBerry PlayBook tablets to connect to your organization's network through the BlackBerry Enterprise Server using a BlackBerry Bridge connection to a BlackBerry smartphone running BlackBerry Device Software 5.0 to 7.1.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default No	6.0	10.0	2.0	Yes, No

PERSONAL APPS ACCESS TO WORK CONTACTS

Specify whether personal apps can access work contacts on a BlackBerry device. If you set this rule to All, all personal apps can access work contacts. If you set this rule to Only RIM Apps, some apps developed by Research In Motion (BlackBerry Messenger, Text Messages, visual voice mail, and voice dialing) can access work contacts. If you set this rule to None, personal apps cannot access work contacts.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default All	6.2	10.0	N/A	All, Only RIM Apps, None

PERSONAL SPACE DATA ENCRYPTION

Specify whether data encryption is turned on for the personal space of a BlackBerry device. If you set this rule to Yes, data is encrypted in the personal space on the device.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default No	6.1	10.0	2.1	Yes, No

SHARE WORK DATA DURING BBM VIDEO SCREEN SHARING

Specify whether a BlackBerry device user can share work data on a device using the BBM Video with Screen Share feature. If you set this rule to Allow, the user can share all work data with other BBM Video chat participants. If you set this rule to Disallow, the device locks the work space when the user uses BBM Video with Screen Share and the user cannot unlock the work space until the screen sharing part of the BBM Video chat is complete.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

WORK APP ACCESS TO PERSONAL DATA

Specify whether work apps on a BlackBerry device can access personal data if a user permits it. When a user installs a work app, the device displays a message that provides the user with the option to Allow or Deny the app's request to access personal data. If you set this rule to Disallow, work apps cannot access personal data regardless of the user settings on the device and users cannot attach personal files to messages sent from a work account or share content from the personal space with applications in the work space.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.1	N/A	Allow, Disallow

BBM VIDEO ACCESS TO WORK NETWORK

Specify whether the BBM Video feature on a BlackBerry device can use your organization's Wi-Fi network, VPN network, or the BlackBerry MDS Connection Service for incoming and outgoing video chats.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

TRANSFER WORK CONTACTS USING BLUETOOTH PBAP OR HFP

Specify whether a BlackBerry device can send work contacts to another Bluetooth enabled device using the Bluetooth Phone Book Access Profile (PBAP) or Hands-Free Profile (HFP). If you set this rule to Disallow, users cannot transfer work contacts using PBAP or HFP. Setting this rule to Disallow also prevents users from transferring work messages using the Bluetooth Message Access Profile (MAP).

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

TRANSFER WORK FILES USING BLUETOOTH OPP

Specify whether a BlackBerry device can send work files and objects such as contacts to another Bluetooth enabled or NFC-enabled device using the Bluetooth Object Push Profile (OPP).

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

TRANSFER WORK MESSAGES USING BLUETOOTH MAP

Specify whether a BlackBerry device can send messages from the work space (for example, email messages and instant messages) to another Bluetooth enabled device using the Bluetooth Message Access Profile (MAP). Setting the Transfer Work Contacts Using Bluetooth PBAP or HFP rule to Disallow also prevents users from sending messages using the Bluetooth MAP, regardless of the setting for this rule.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

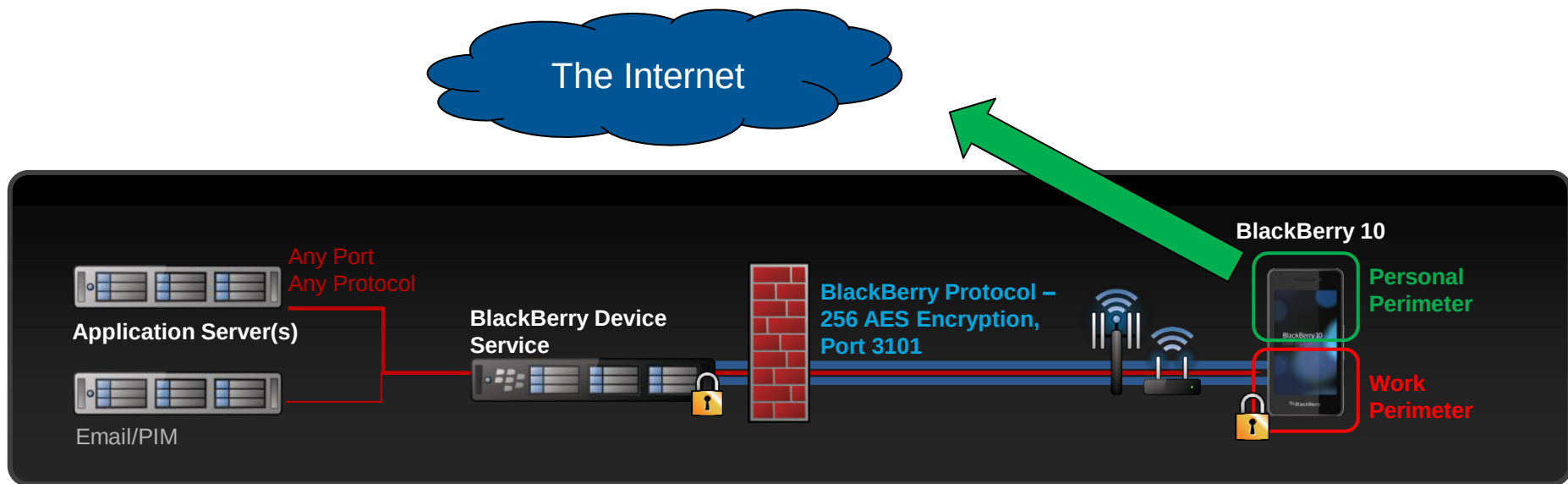
OPEN LINKS IN WORK EMAIL MESSAGES IN THE PERSONAL BROWSER

Specify whether BlackBerry device users can use the browser in the personal space to open links in work email messages. If you set this rule to Allow, links in work email messages will open in the browser in the personal space by default and the device displays a message that provides the user with the option to open the link in the browser in the work space instead. Your organization may require intranet links to be opened in the browser in the work space. If you set this rule to Disallow, links in work email messages will always open in the browser in the work space.

	Introduced in BlackBerry Device Service Version	Minimum BlackBerry 10 OS Version	Minimum BlackBerry PlayBook OS Version	Possible Values
Default Allow	6.2	10.0	N/A	Allow, Disallow

Connectivity

- Carrier Supplied
- BlackBerry Connection Service



- Camera
- Calendar
- Mail
- Phone

What are the Features?

Why again would I want this thingy-ma-jig?

Features of Corporate Perimeter



Secure Communication Behind the Firewall

- MDS-CS
- Always On, Bi-Directional VPN



Secure App Container for Corporate Data

- BlackBerry Balance
- Work Perimeter and Personal Perimeter



Enterprise Grade Managed Device (MDM)

- BlackBerry Device Service
- BlackBerry Mobile Fusion



Application Distribution and Management

- Enterprise App World for Corporations, Completely Private.
- Mandatory and Optional Apps with Version Control for Individuals and Groups.

Selling to Enterprise

There's Gold up in them there hills!

- Enterprise License Agreements
- Seat Licensing
- Custom App Licensing

- Enterprise Pays for Support
- Maintenance Updates... Not Free.

Don't Forget...

- Download the Mobile Conference Guide from BlackBerry World. Search for BlackBerry Jam Europe!
- Complete your session surveys in your conference portal or on your BlackBerry 10 device using the Mobile Conference Guide.
- Join us at the BlackBerry Jam Europe Appreciation event tonight in the Europa Foyer on the RAI's ground floor.

THANK YOU

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